

The Little Book of Big Solutions

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Welcome...

 **McKenzie Arnold**
group

Welcome

From the Group

It is my pleasure to welcome you to the McKenzie Arnold Group and our Little Book of Big Solutions.

We have developed this book to illustrate how the McKenzie Arnold Group will provide the solutions that you need, whether you are resourcing for events, charity fundraisers, sporting occasions, private parties, or temporary workplaces.

We are very fortunate to work with such a passionate and dedicated team, who care about our clients and the people involved just as much as I do. This team has exceeded our already existing service levels, creating an event support service that is centred on quality, continually meeting and surpassing our clients' expectations.

Our innovative training company has gained both central governmental approval and wide acclaim. This has gone on to set the high standards we have come to be synonymous with in event training, and in turn led to the inception of the McKenzie Arnold Apprenticeship Academy. We were very pleased to see that our 2016 apprentices matured into fully qualified event security officers.

We are also proud to say that we have increased our commitment to our social and corporate responsibility programmes by assisting local and national charities, such as the President's Sporting Club.

We trust that this guide to the McKenzie Arnold Group will provide you with solution to your problems: big and small.

Enjoy the read.

Martin Jackson
Head of Operations



About Us

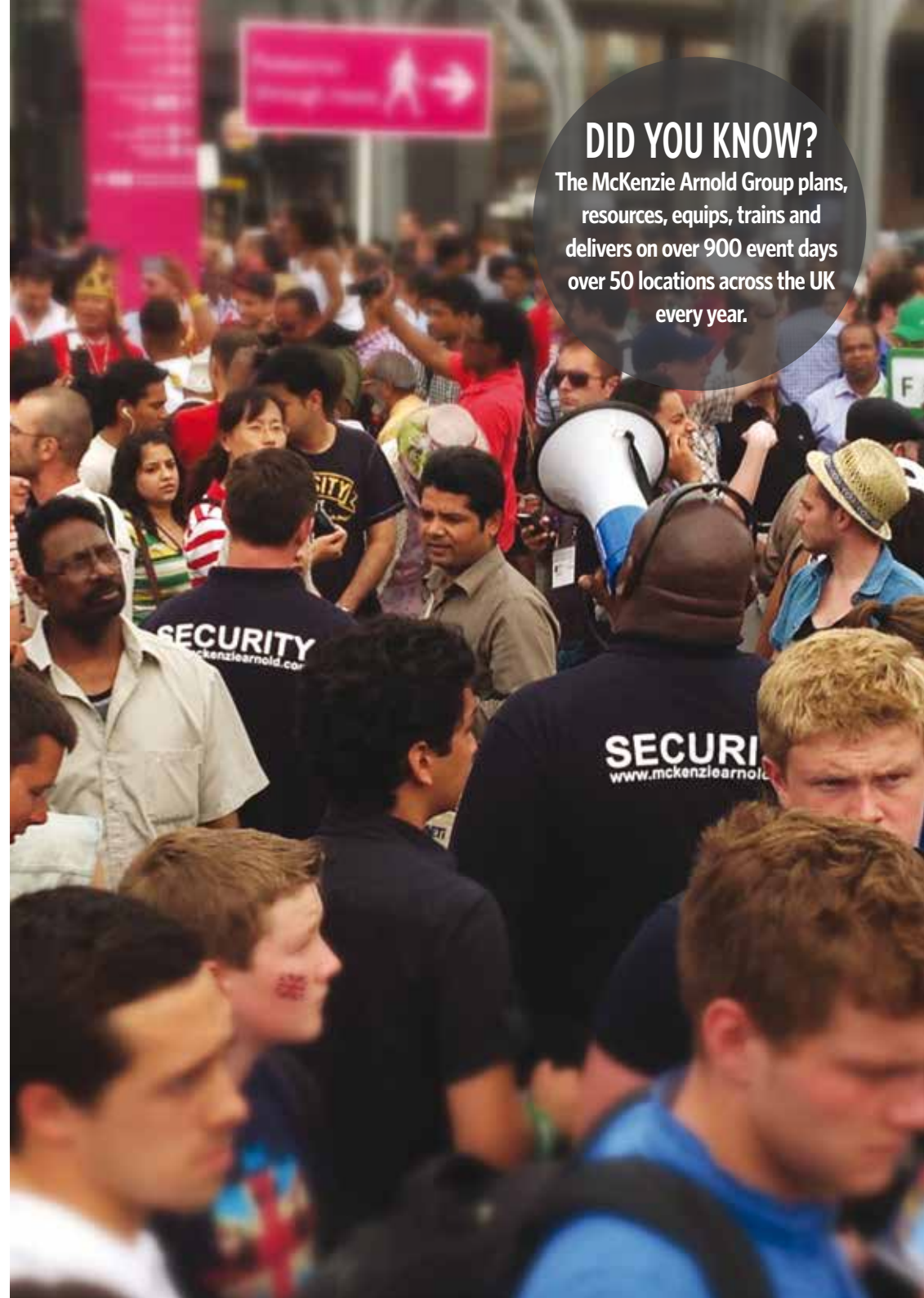
The McKenzie Arnold Group is a collective of event support service businesses designed to be innovative, versatile and cost effective.

The McKenzie Arnold Group is committed to delivering effective support services in the events industry.

Our total focus is on exceptional high levels of service delivery.
The McKenzie Arnold Group specialises in:

- Security
- Event Management
- Event Planning
- Car Parking
- Stewarding
- Event Specific Training
- Executive Transport
- Visitor Management

You tell us what you want and we will find a solution for you.



DID YOU KNOW?

The McKenzie Arnold Group plans, resources, equips, trains and delivers on over 900 event days over 50 locations across the UK every year.



"The McKenzie Arnold Group has successfully provided traffic management, car and motorbike parking, ticket sales, stewarding and security services at Thruxton Motor Racing Circuit for in excess of 10 years. We have been delighted with their service."

***Pat Blakeney, Group Operations Manager,
Thruxton Motor Racing Circuit***

Within any of the events or tasks we undertake, security and the health and safety of our clients, colleagues and the general public is paramount.

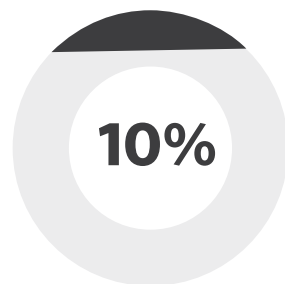
We are very proud that we have kept in touch with our roots of being a problem solving business, which is small enough to react quickly to our clients demands, yet robust enough to deliver on global contracts. Despite our rigid standards and comprehensive quality assurance policies and procedures, we are still able to complete assignments and projects that other companies simply cannot, as we are flexible, dynamic and innovative.

We are passionate about what we do and we maintain our ethos that our business is driven by solutions and not costs. Our stakeholders are our team members, our management team, our clients and all our supporters and partners. Working together allows us to deliver a greater service.





McKenzie Arnold has a 90% client retention.



McKenzie Arnold manages its logistics by over-resourcing by 10% on all assignments.

Our business is structured to be flexible; we are responsive to change. McKenzie Arnold embraces new ideas and concepts, which allows the management team to view each assignment or project on an individual basis. This results in our clients receiving a complete tailored service. Combined with this personal approach is our excellent reputation for communication with our clients; one of the benefits of a smaller, family-run organisation.

McKenzie Arnold re-invests in its team officers by keeping them well trained, highly motivated and fully focused on their responsibilities.

For more information on how the McKenzie Arnold Group can assist your organisation or event please contact us at info@mckenziearnold.com

How to use this guide

The Little Book of Big Solutions encompasses all the services that the McKenzie Arnold Group delivers, and gives case studies and examples of real life instances of making unique changes and solving problems that other visitor management organisations could not.

The Little Book of Big Solutions is a practical guide to the kind of work the McKenzie Arnold Group can undertake. Use this book as a reference when planning your event.

Just read some of our examples to understand just how McKenzie Arnold is able to support your event.

Think of this little book as your go-to guide, here you will find all the answers to your enquiries, and what's more, it fits in your back pocket!



Security

Event Security

We are one of the premier visitor management companies in the UK. We are well resourced, innovative and exceptionally well trained.

The McKenzie Arnold Event Security Service has delivered at a variety of events, across a number of sectors and markets. For example: concerts, motor racing circuits, sporting occasions, product launches, private parties and temporary commercial or leisure workplaces across the UK.

All McKenzie Arnold security officers have a current SIA Licence, and the majority have a nationally recognised qualification in Spectator Safety making the team ideally suited for event security work.

The McKenzie Arnold Event Security Service includes, but is not limited to:

- Back Stage Security
- Perimeter Security
- Access Control
- Search Teams
- Response Teams
- Crowd Safety
- Hospitality Security
- Licensed Premises and Mobile Bars
- CCTV
- Pit/Front of Stage Teams



DID YOU KNOW?

McKenzie Arnold Security deployed up to 150 Security Officers for the Boxing Day Sales at the Westfield Shopping Centre, Stratford in 2016



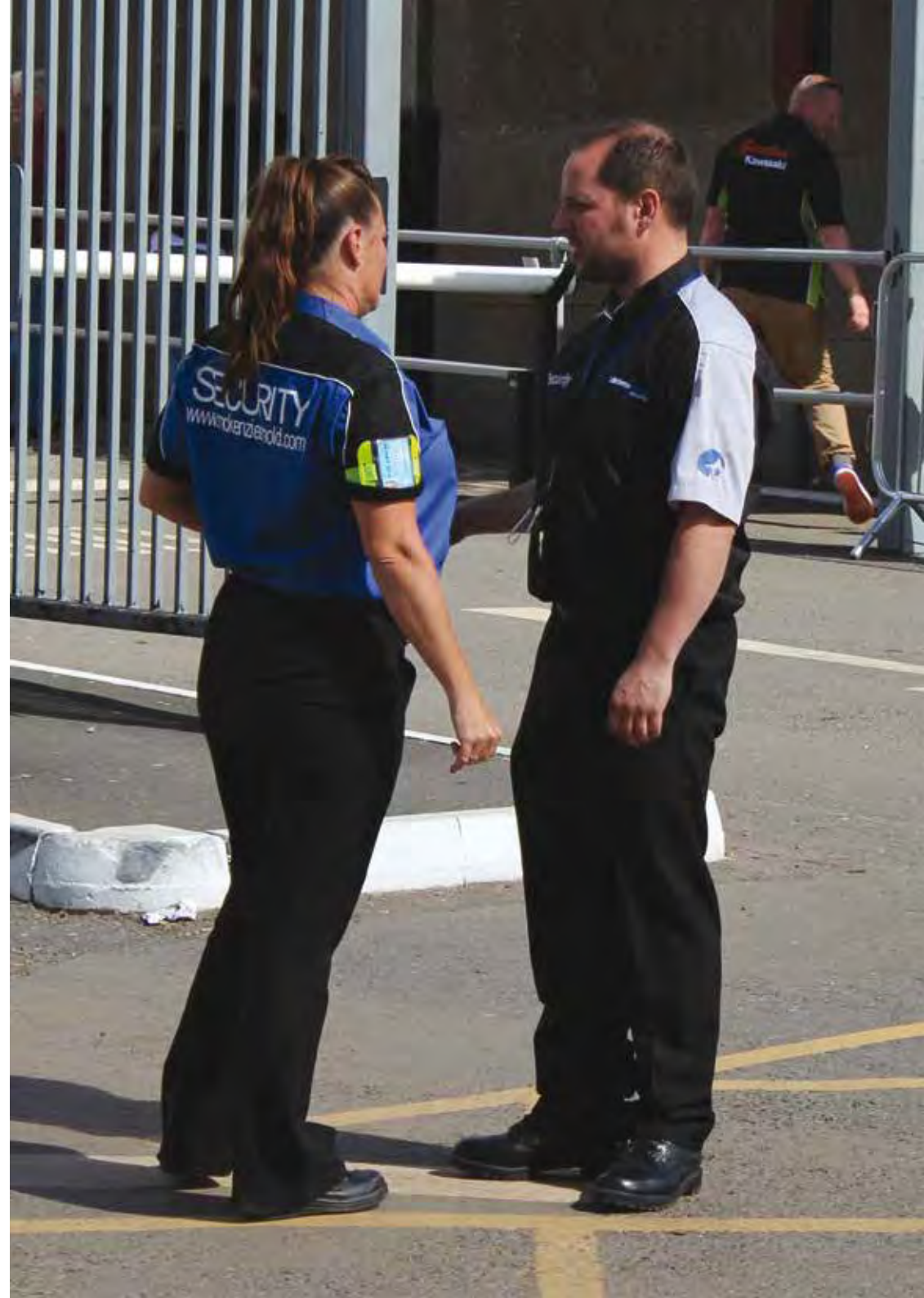
Our intelligent, innovative and market changing approach to event security, ensures that our clients can be provided with a holistic solution.

McKenzie Arnold will undertake all associated practices related to the security provision including liaison with the licensing agencies and emergency services, emergency planning and training requirements.

The first point of contact in many instances is a member of our event management team. In order to meet your customer expectations, our team members are professional, articulate and fully briefed to handle any situation which may occur.

"McKenzie Arnold worked closely with InFrame Media Ltd to create a safe and secure, first of its kind Cargo Village at the world renowned Farnborough Air show. Their professional, hardworking and friendly team added so much value to the success of the event'. Nothing was too much and they are just a pleasure to work with. Thanks to the entire team at McKenzie Arnold"

Matt Cooke
Managing Director Inframe Media



Manned Guarding

McKenzie Arnold is a quality supplier of highly trained guarding services across a wide range of sectors. We have strong working relationships with an impressive list of clients and now utilise in excess of 200 staff across the UK and Ireland.

The manned guarding services we deliver are always tailored to meet the needs of our clients, from individual organisations through to major multinational conglomerates. This versatile approach enables our clients to successfully manage their assignments throughout the following sectors; Corporate, Commercial, Entertainment, Retail and Public.

Commercial businesses and properties can be susceptible to damage, theft, vandalism, trespass and other such unauthorised access. These occurrences can severely impact upon your business. The manned guarding security measures that we provide ensures that there is a proactive form of addressing and controlling these problems as they arise.



DID YOU KNOW?

McKenzie Arnold uses a unique guard tour system that allows real time viewing by the client and GPS locates and time stamps guard patrols.



McKenzie Arnold always assigns professional licensed security personnel, trained and experienced in each client's specific environment.

The manned guarding service we offer exceeds the security service industry standard by adding value in a number of different areas, such as enhanced training, 1-2-1 mentoring, customer expectation and first-class client liaison.

We pride ourselves on our communication skills, which enable us to develop a true partnership with our clients and manage services proactively.

McKenzie Arnold understands the factors involved in providing manned guarding services to those assignments that bring our officers into contact with the general public. GPS and iAuditor technology allows us to map patrol routes and record lock down and open up procedures.

In effect, our team members will act as your security department, releasing you from everyday security operations and challenges, allowing you more time to focus on your business.



Close Protection

Specialised security from a special team of people.

McKenzie Arnold has a vastly experienced, exceptionally well trained and specialised close protection team who have worked on assignments across the globe.

Our team of close protection officers operates in accordance with the briefings from our extensive discussions and investigations carried out prior to each assignment. Their approach is extremely discreet and applies the precise levels of observation and protection required by clients.

The McKenzie Arnold Close Protection Service is tailor-made to your needs. We are able to organise and provide both long and short-term protection. We have provided a team of 75 Close Protection Officers for one-off global events, as well as providing a personal service for A-list VIPs, ranging from Bollywood stars in London to high profile footballers in Madrid.





"The close protection service I received from McKenzie Arnold was well planned, discreet, friendly and courteous, whilst providing the confidence I required, I would recommend their service."

Client: Confidential

DID YOU KNOW?

McKenzie Arnold provided the Close Protection to Cristiano Ronaldo at his underwear launch in Madrid.



Case Study #01

Best Parties Ever

McKenzie Arnold has been working with Best Parties Ever for over 10 years. We currently undertake the security element for Best Parties Ever at six venues across the Midlands and the South East.

Every year McKenzie Arnold has updated the service by introducing new or improved practices. We have also made consistency a priority with some team leaders now into their fifth year of parties. Focus is concentrated on delivering a quality and customer orientated service. All security officers are given nightly health and safety and customer care briefings, all officers are fully aware that they are ambassadors of the Best Parties Ever brand and Image.

"The team were incredible and went above and beyond to provide amazing customer service to all guests and staff, whilst keeping the event and area safe throughout the month. I couldn't fault any of the guys and girls who worked over the month"

*Daniel,
Venue Manager Best Parties Ever*



Case Study #02

London ePrix Formula E

McKenzie Arnold successfully completed the security and crowd management at London's first ever FIA electric single seater race weekend. McKenzie Arnold was on site covering the build, event and breakdown period for over three weeks.

The brief included managing the following areas;

- Stewarding of a complex build phase in one of London's busiest public parks
- Entrance and accreditation points
- A Live track and Race Paddock
- Site wide Hospitality including the five star 'Emotion Experience'.
- Management of crossing points and pedestrian bridges
- Crowd Management of internal areas
- Fence line patrols

"I was met at the gate by a 'Disabled ambassador' who was very polite, he gave me a map of the site which was very useful, he also escorted us to a crossing point across the track and walked with us till we met up with the rest of group. Coming to events is often challenging for a disabled person so I was delighted that when I came to Battersea Park I had a really positive customer experience".



Event Management



Event Planning

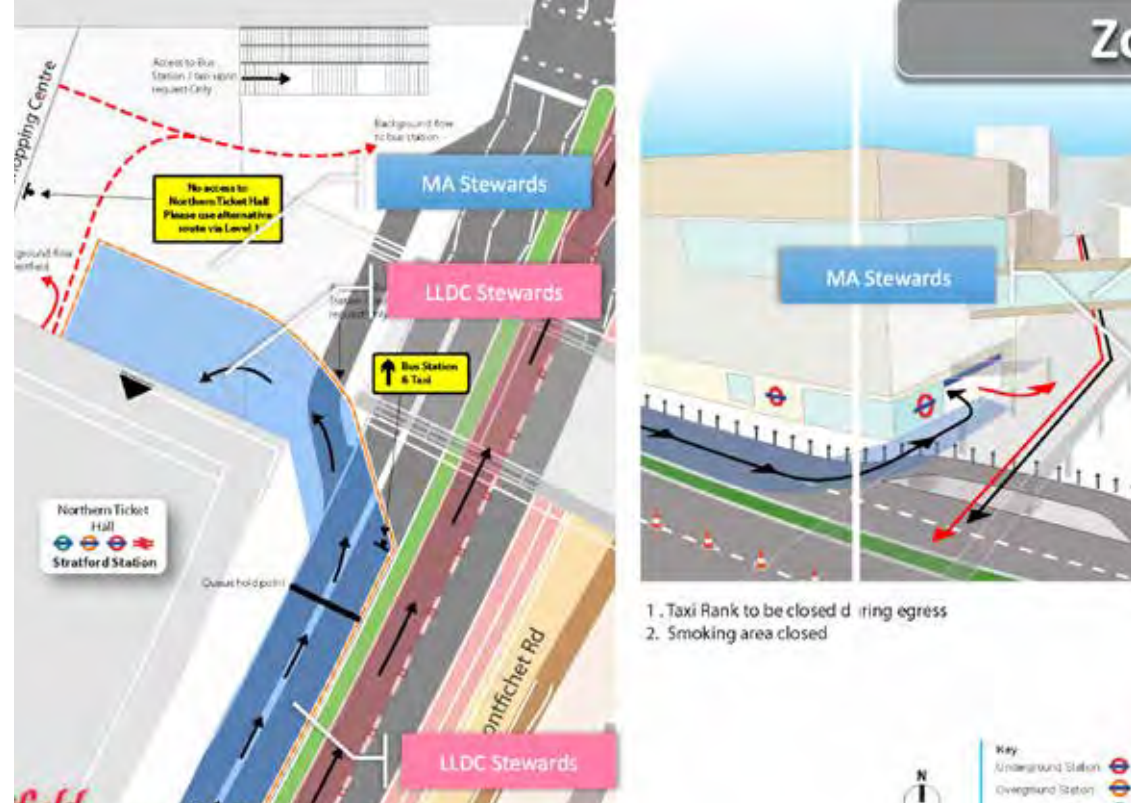
Failure to plan is planning to fail.

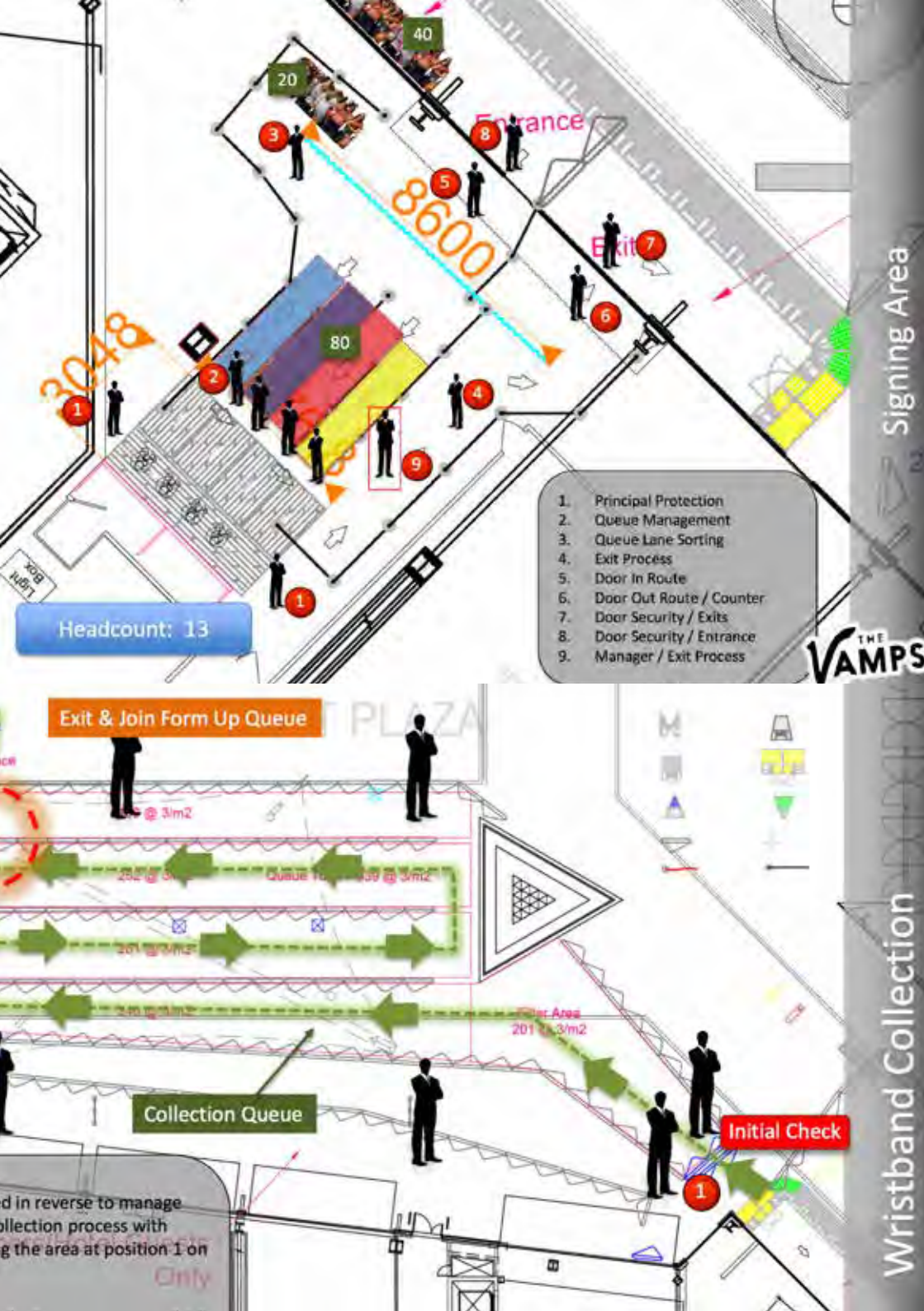
The importance of planning cannot be emphasised enough. Truly robust event planning has to take into account all aspects and elements of the given event. Whether it is a concert, sporting event, rally, parade or theatrical production, the nature and characteristics of the facility or local environment must be fully understood.

This includes, but is not limited to, the size of the audience and their demographics, the methods of ingress and egress, queue and crowd control, communications and transport links. All of these elements will be thoroughly examined and taken into account.

Comprehensive event management planning and the subsequent implementation of the plan is the primary factor in assuring a safe and comfortable environment.

Please view our website for case studies of our crowd management projects. Alternatively contact us at info@mckenziearnold.com for further information.





The primary objectives of our planning process is to:

- Plan all operational procedures to ensure a consistent safe and enjoyable event
- To be comprehensive and incorporate and overlay all parts of the event management process
- Assess and plan all potential incidents to provide a 'prevention rather than cure' approach
- Identify all trigger points to minimise any congestion likely to affect the organisers' event plans.

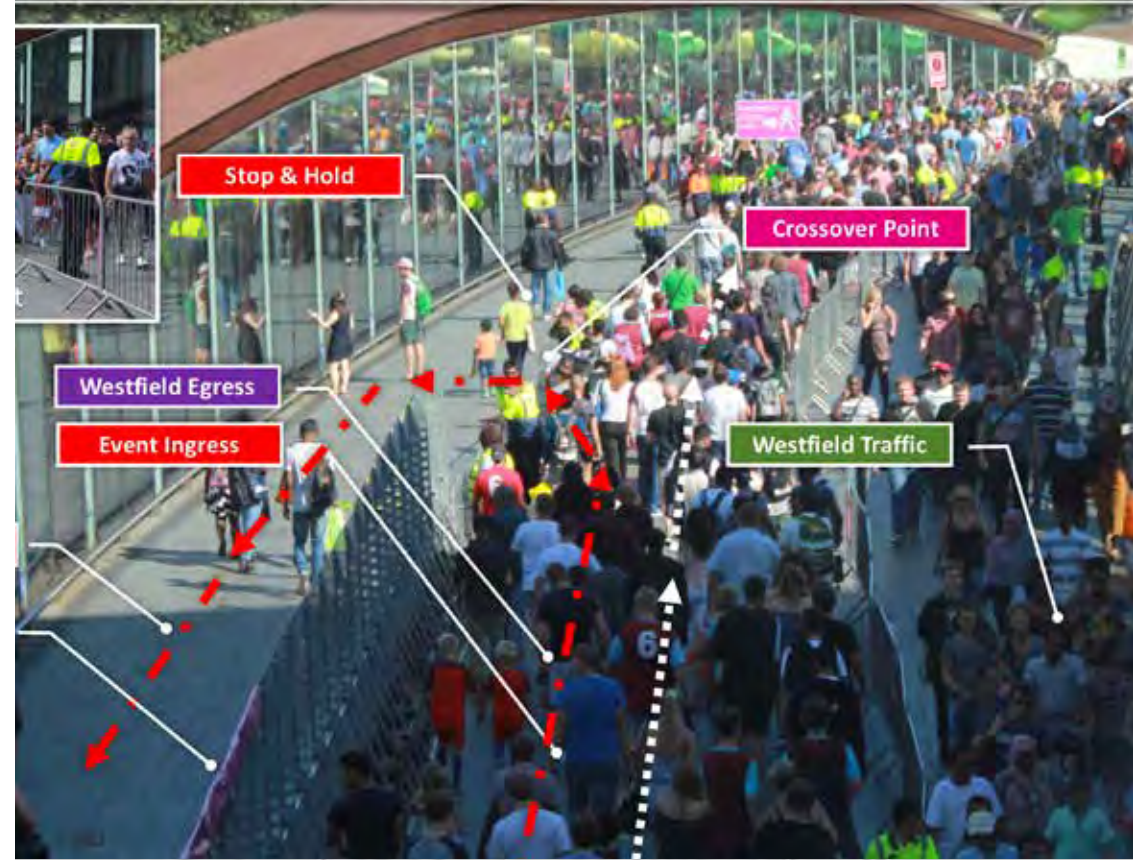
The documents we produce are designed to coordinate the planning for multi-organisation events. Plans are visually high impacting and thorough in detail.



Our consultative approach has been designed to produce a complete integrated event plan in line with the client's aims and objectives. This is achieved by merging the plans of all the organisations and agencies involved in the event and then creating an all encompassing plan which can be presented to a safety advisory group.

Once the crowd management plan is complete, we communicate this to all team members through presentations and training. We also back this training up by issuing iPads to all team leaders with the comprehensive plan pre-loaded onto it. This ensures that each staff member at the event is fully briefed on the management of crowd safety, their role during ingress, the event itself, egress and how to manage any evacuations or any other incidents that arise.

TCLB Stadium Turn Ingress Configuration



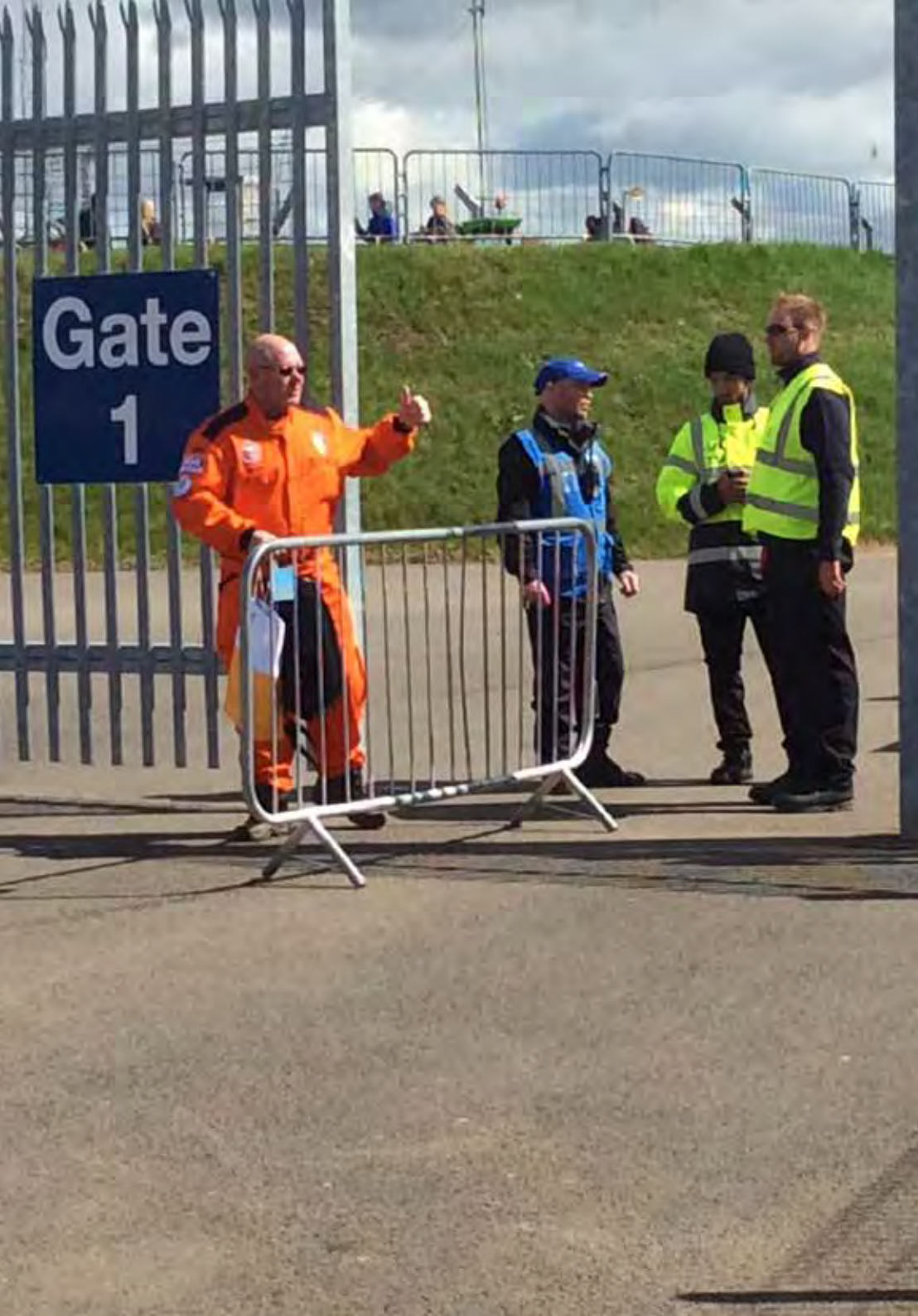
Traffic Management

Having a successful Traffic Management Plan is a vital part of the Event Management process.

Efficient road traffic management is an essential part of any public event, maintaining the highest levels of road safety and the minimum amount of disruption for visitors and should be a key objective to any organiser.

Please view our website for case studies of our traffic management projects. Alternatively contact us at info@mckenziearnold.com for further information.





McKenzie Arnold is able to provide its clients with a comprehensive range of services related to traffic management. These services include the initial preparation of the road traffic management plan including CAD drawings and sign maps, through to the implementation of these methods using an efficient and cost-effective operational traffic management scheme.

Traffic management plans are tailored to each unique event and location. They involve a full risk assessment, which clearly identifies and assesses all risks to the travelling public, including both participants and employees in attendance at the event. The environment, location and nature of the event is also taken into consideration. Our Chapter 8 qualified traffic specialists use their consultative expertise to identify potential risks and make recorded recommendations as to how these risks will be managed.



Car Parking

A well designed and implemented car park will set the standard for a welcoming and well organised event.

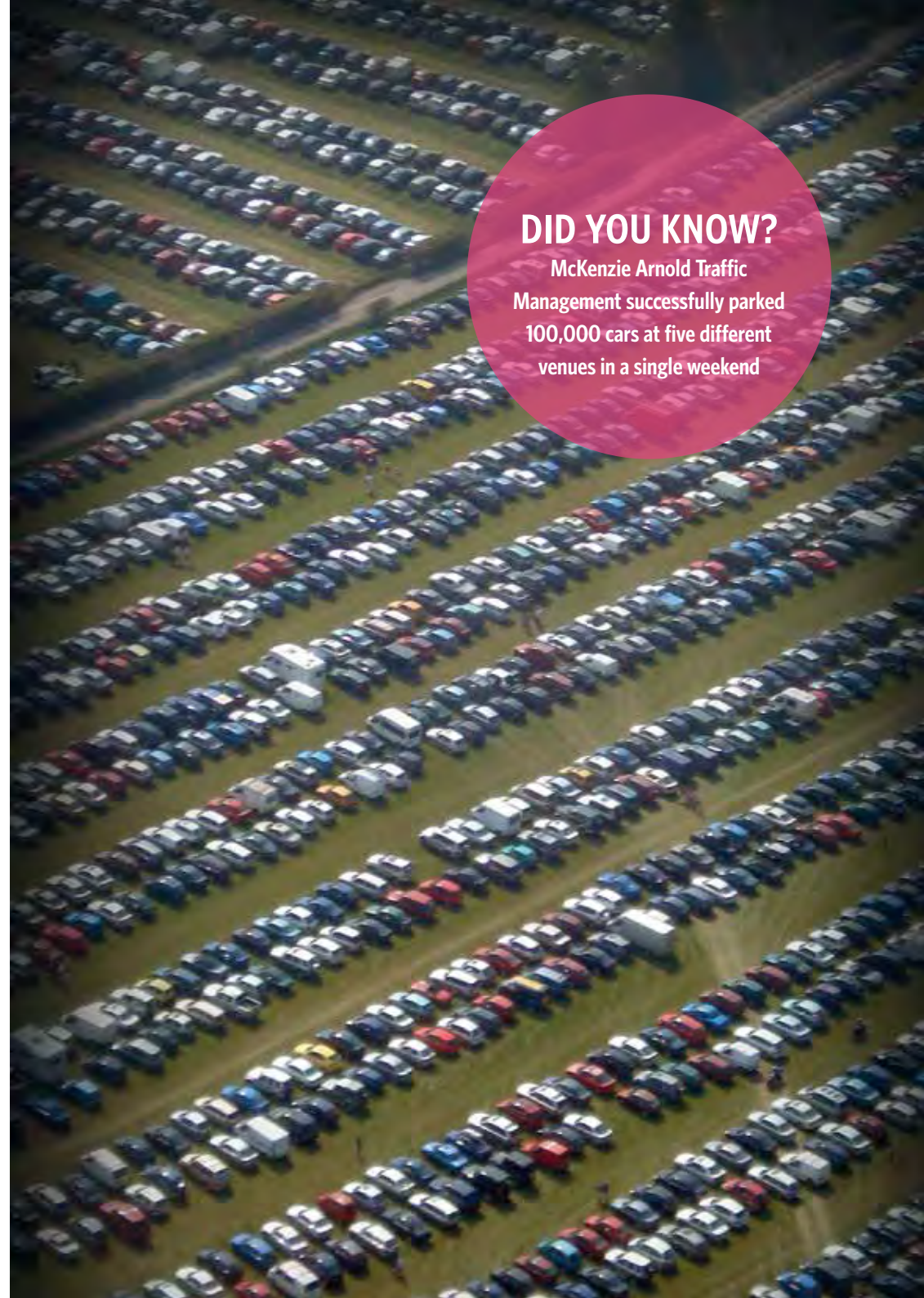
Onsite parking can be the biggest hurdle to overcome when planning an event. Restrictions in space and access points can be limiting to your event. The design and implementation of a functional and customer friendly temporary car park is key to managing your customers' expectations upon arrival at your event.

The McKenzie Arnold Car Park Team will design and implement your temporary car park. We will provide:

- **Plans and maps of the area**
- **Overlays of the car park plan**
- **Parking density making better use of available space**
- **Row markers**
- **All signs and car park furniture**
- **A car parking team to actively identify car parking spaces**
- **Meet and greet team**
- **Issue of parking tickets to provide revenue streams for organisers.**

DID YOU KNOW?

McKenzie Arnold Traffic Management successfully parked 100,000 cars at five different venues in a single weekend



Ticket Sales/ Admissions

Correctly managing access to your event is a critical part of the event management process.

McKenzie Arnold is able to structure an admissions policy, set up a robust payline and supply all the team members and equipment needed to collect, manage and protect your revenue.

Our ticket selling services are:

- **Provision of ticket huts**
- **Managing turnstiles**
- **Ticket supply management**
- **Managing revenue collection**
- **Supply of ticket sellers**
- **Wristband exchange processes**
- **Cash in transit**
- **Supply PDQ machines and training**

Please view our website for case studies of our crowd management projects. Alternatively contact us at info@mckenziearnold.com for further information.



Crowd Management

The McKenzie Arnold Group Crowd Management Team has been responsible for planning, implementing, delivering and reviewing all parts of the crowd management process at high profile and international events across the UK.

McKenzie Arnold has delivered more than 1600 security officers, traffic marshals and stewards over a single weekend at 14 different locations.

McKenzie Arnold Crowd Management delivers at:

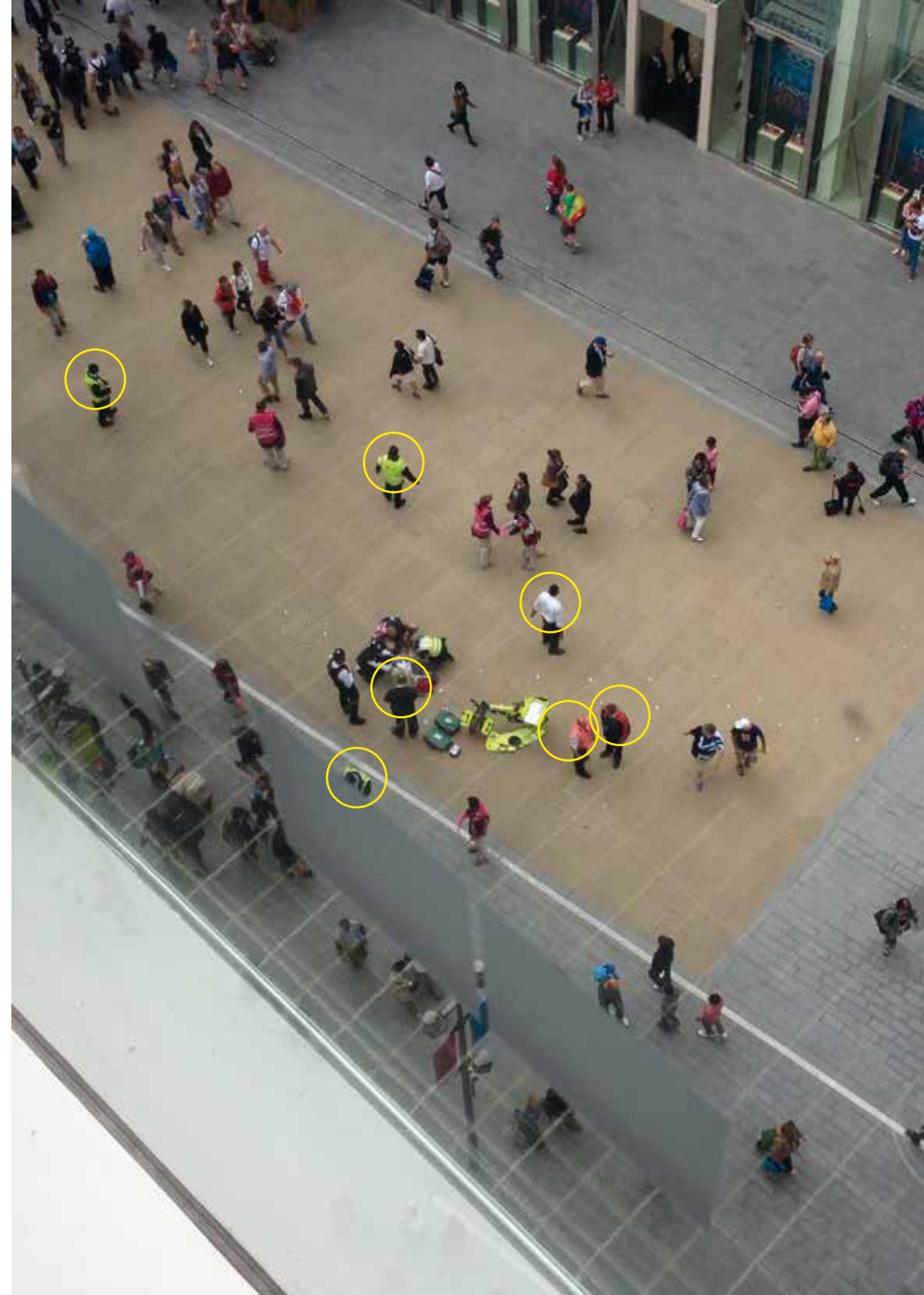
- **International Motor-Racing Events**
- **Live Music Festivals**
- **Concerts**
- **Film Premieres**
- **Product Launches**
- **Exhibitions**
- **Carnivals**
- **Airshows**
- **Parties**
- **Public Spaces**
- **Sporting Occasions**



Our consultative approach has been designed specifically to produce a complete integrated event plan that corresponds with the aims and objectives of the client. We achieve this through the culmination of planning by all the individual organisations and agencies involved in the event, and collaboration with the safety advisory group. In this, we take into account many factors, including required staff numbers, reduction of police officers and staff welfare.

Upon completion of this crowd management plan, we communicate to all team members through training and presentations. This is in order to ensure that every staff member at each event is fully briefed on their individual roles relating to ingress and egress, how to manage evacuations and crowd safety.

Please view our website for case studies of our crowd management projects. Alternatively contact us at info@mckenziearnold.com for further information.



Stewarding Teams

Stewards are professional people with spectator safety qualifications who are often the first and last people that your visitors see at your event.

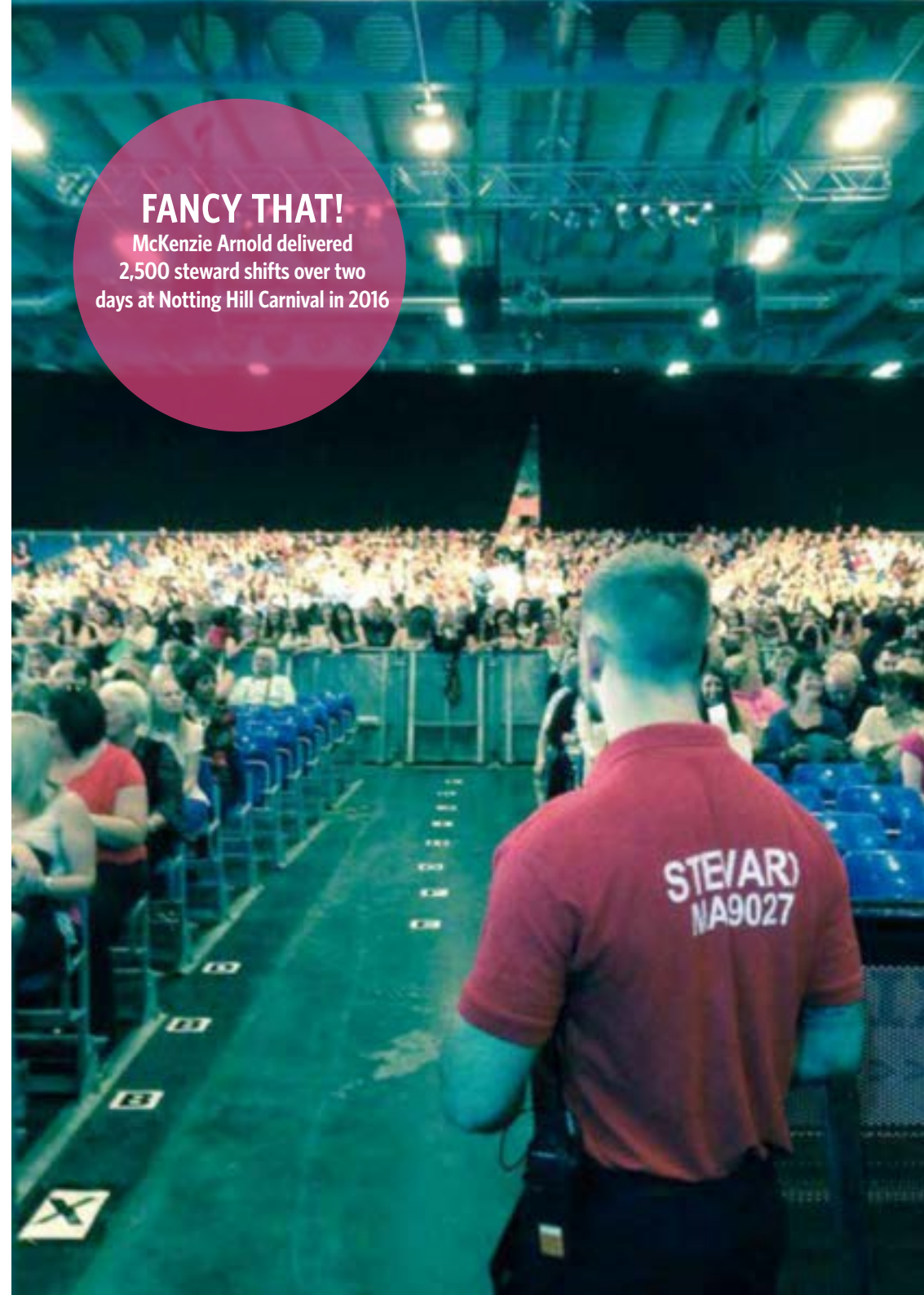
Our stewards are an integral part of the event experience and are charged with ensuring visitors' have a positive experience. The role of the steward varies, with health and safety at the forefront of every duty.

McKenzie Arnold Steward Teams undertake the following roles:

- **Meet and Greet**
- **Ushering**
- **Marshals**
- **Qualified First Aiders**
- **Ticket Sellers**
- **Car Parkers**
- **Wayfinders**
- **Hospitality**
- **Promotions Teams**

FANCY THAT!

McKenzie Arnold delivered 2,500 steward shifts over two days at Notting Hill Carnival in 2016





Our event stewards are approachable, customer focused and friendly with excellent communications skills. Their training by our own training company ensures that they have developed meet and greet skills, giving a full customer centric approach. Our professional teams also focus on their presentation and accountability and have studied for a wide range of industry qualifications:

- **NVQ Spectator Safety and Crowd Management**
- **Customer Excellence**
- **Communication Skills**
- **Problem Solving**
- **First Aid**

Our team leaders closely manage all steward team members. Our teams will be smartly presented, with appropriate uniforms and PPE equipment at all times.

Please view our website for case studies of our Stewarding Teams operations. Alternatively contact us at info@mckenziearnold.com for further informatio.



C3 - Command, Control & Consultation

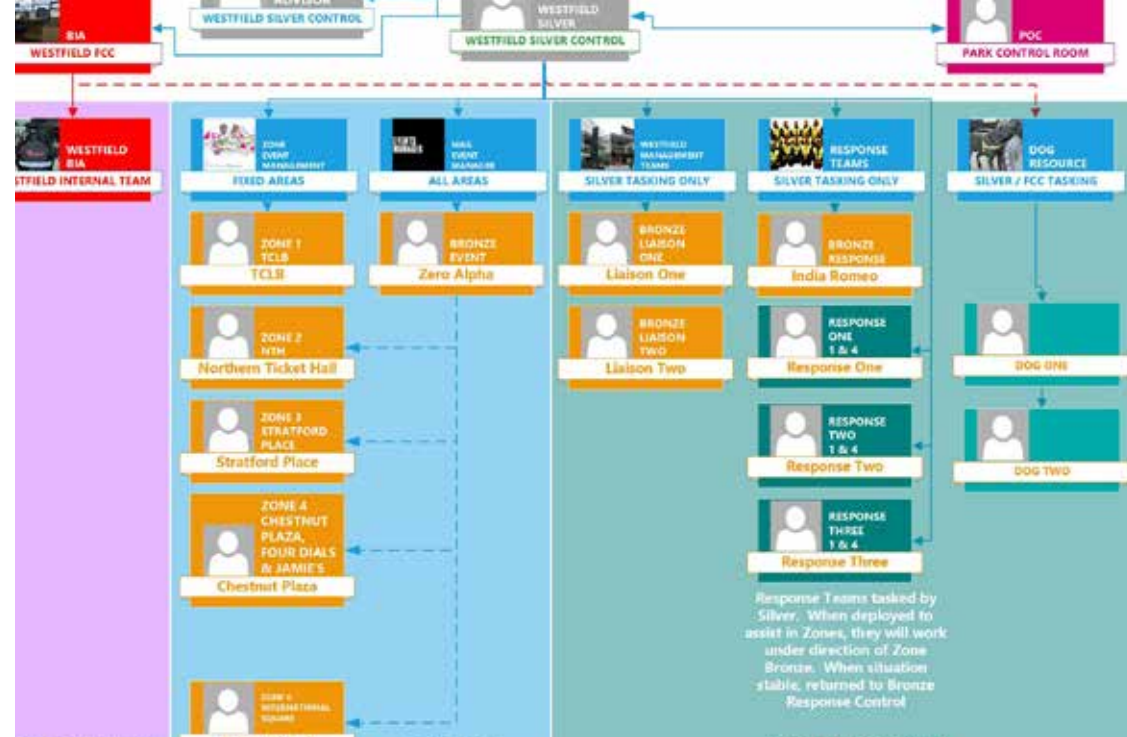
By employing robust command and control procedures, transition between the layers of the event management plan will be smooth and more effective.

Management of information and resources on site will respond to all eventualities from housekeeping issues to dealing with minor incidents through to escalating response to full evacuation.

McKenzie Arnold operates at a multi-agency level influencing partners and licensing authorities to ensure that the client's needs are met to the full and that measures are put in place to manage risks to ensure a safe and enjoyable event.

McKenzie Arnold can supply:

- **Ex Senior Police Officers and Military Officers**
- **Control Room Set Up**
- **CCTV Management**
- **Radio Operators and Scribes**
- **SAG Management**
- **Mobile Control Room**
- **Communications Plans**
- **Gap Analysis**
- **Table Top Exercises**
- **Readiness Testing**



Report and Record

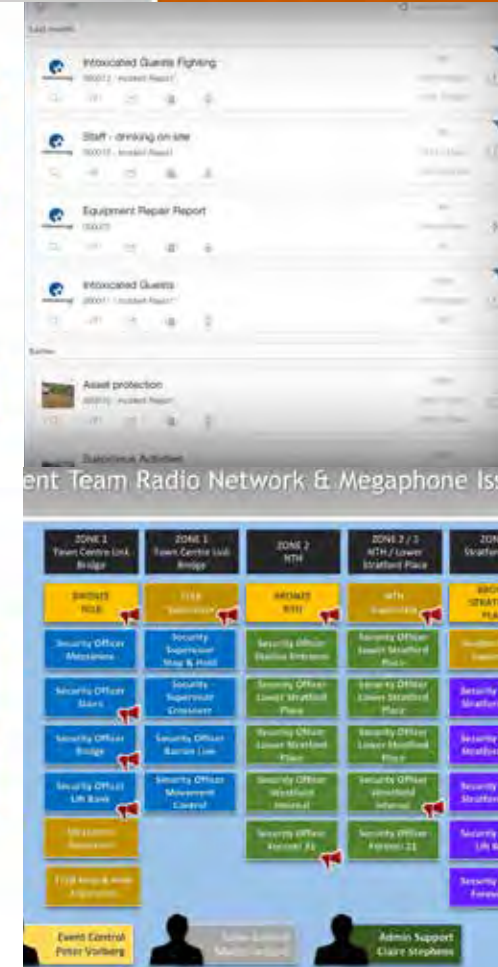
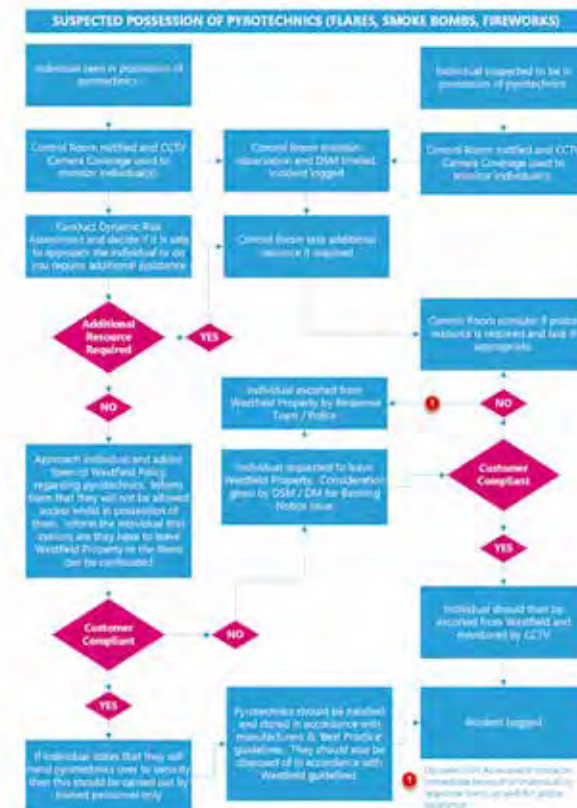
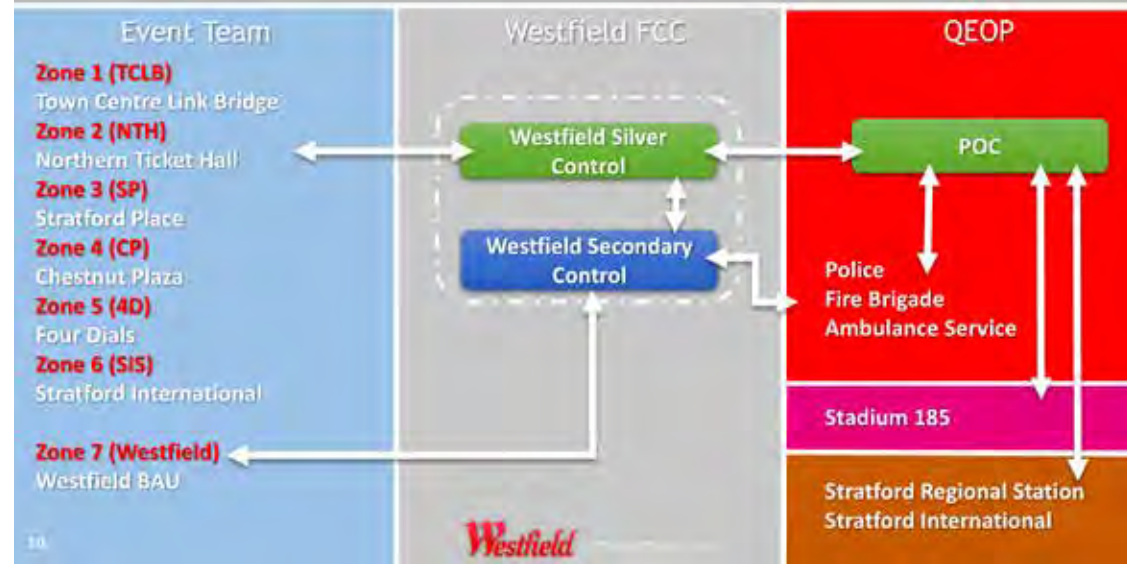
With system security an important element of the event business we are in, our teams practice what they preach. All reports are initiated by the user's access signature, with GPS used for connection to the audit process. Once the audits are complete, the full report is then sent across as an appropriately formatted document for our customers to review.

Reporting

McKenzie Arnold prides itself in being able to continually engage and communicate with our customers through our iAuditor reporting platform. The capability of iAuditor allows us to seamlessly communicate detailed reports, including photographs to our customers instantly without them having to request information. The information comes directly from our field based management team and onsite security staff teams and keeps our customers informed of all the security activities at their location.

iAuditor can also use GPS for location stamping and patrolling history, displaying exactly where security is located onsite at any one time. The entire audit reports can then be exported as a PDF and emailed in a professionally formatted report. No more report writing once you're back in the office, ensuring reports are completed as and when required for our customers.

Our reporting plays a big part in compliance audits, management visits and maintaining training records. It also proves invaluable in reporting incidents and shift activity, particularly when coupled with GPS patrolling and lock/unlock reporting of door/gate security.



Case Study #03

Notting Hill Carnival

The London Notting Hill Carnival is one of the largest Carnivals in the World and the largest event in London. The event has taken place every year since 1964 on the streets of Notting Hill, through Westminster and the Royal Borough of Kensington and Chelsea, each August Bank Holiday weekend. The Carnival attracts over 1 million visitors.

McKenzie Arnold was successfully awarded the contract for the supply of the stewarding operation for Notting Hill Carnival in 2013 and has successfully delivered the stewarding operation to date.

In 2016 McKenzie Arnold delivered the following;

- 2,500 Steward shifts over the Carnival period
- Further developed stakeholder partnerships
- Provided welfare packs for all stewards including sunglasses, sun cream, waterproof macs and a lunch
- Further developed the already robust stewarding plan
- Developed Event wide communications over 4 square miles
- Reduced the pressure on the Police to manage the busy areas of carnival
- Delivered free NVQL2 spectator safety training to 20 carnivalists.
- Provided a GPS tracking system to manage floats on the route



"The contribution and dedication of the MAG Management and Planning Team was invaluable in both the lead up to the event and in the implementation of the stewarding plan. They were able to offer alternatives and solutions in a challenging and often fluid planning process and were flexible enough in their approach to recognise developing issues and alter their approach accordingly. In what is traditionally one of the most challenging stewarding and security environments they shone through and their efforts and effectiveness were positively recognised by our partner agencies, particularly the Metropolitan Police Service."

Dave Morgan

London Notting Hill Carnival Enterprise Trust



McKenzie Arnold Black



 **McKenzieArnold**
Black

McKenzie Arnold Black

McKenzie Arnold Black has been established for ten years. Uniquely experienced in delivering an efficient, friendly and discreet service 365 days of the year, our concierge service works globally to meet your requests with unrivalled access to exclusive events, offerings and dealing with problems you may encounter on a day-to-day basis.

We provide uniquely highly trained chauffeurs and top of the range vehicle enabling us to facilitate and manage all your transport needs with seamless precision.

Save time dealing with flight booking, hotel itineraries and restaurant reservations with personalised assistance from our proactive elite lifestyle management service delivering total luxury with the very best life has to offer our global network of clientele.

Our reputation is built on providing the highest standard of service, resulting in excellent customer satisfaction levels, whilst at the same time delivering value for money.

We embrace the star logo and all that it stands for:
We deliver the service you want when you want it.



Corporate and Social Responsibility

CSR

At McKenzie Arnold, we take our CSR very seriously. As a business, we support the learning and development of young people, and also offer significant employment opportunities to those seeking work. Additionally, we also support some major charities and events.

For the past 15 years, we have given in excess of £250,000 to The Presidents Sporting Club. This charity enables children with disabilities throughout East Anglia and the Home Counties the chance to engage in sports experience days where qualified and elite coaches give an insight to each particular sport. Following these days, the children are then invited to go on and participate as a member of a club or organisation.

The Presidents Sporting Club coordinates and hosts a Christmas Sports Award Lunch each year for the children. The charity is supported by a number of celebrities such as Frank Bruno and Peter Shilton. McKenzie Arnold contributes financially to support the purchase of presents for the children, and provides all car parking and stewarding team members free of charge.

McKenzie Arnold also supports;

- **Charity Golf Days**
- **Charity Boxing Evenings**
- **RAF Benevolent Fund**
- **Hampshire and IOW Air Ambulance**
- **Aerobility**



Resources

The collage features 15 images illustrating the company's resources and services:

- Top left: A motorcycle with a 'NO CYCLING' sign and a 'McKenzie Arnold' logo.
- Top center: A person wearing a 'STEWARD' shirt with the website 'www.mckenziearnold.com'.
- Top right: A white van with a 'McKenzie Arnold' logo and a star emblem.
- Middle left: A person wearing a 'McKenzie Arnold' shirt and a star emblem.
- Middle center: A person wearing a 'McKenzie Arnold' shirt and a star emblem.
- Middle right: A person wearing a 'McKenzie Arnold' shirt and a star emblem.
- Bottom left: A white van with a 'McKenzie Arnold' logo and a star emblem.
- Bottom center: A person wearing a 'McKenzie Arnold' shirt and a star emblem.
- Bottom right: A person wearing a 'McKenzie Arnold' shirt and a star emblem.

Resources

McKenzie Arnold uses associated equipment in supporting your event and our event teams. The McKenzie Arnold Group make Team Member Welfare one of its main priorities.

For our operational teams we will always consider:

- Shoe/Boot Cleaning Area
- Uniform Preparation Areas
- Drying Room
- Phone Charging Capability
- Sun Cream
- Secure Lockers
- Quiet Areas
- Vehicles
- Radios





Resources and logistics are integral to successfully managing events and making sure that the right equipment is in the right place at the right time and should not be taken for granted. McKenzie Arnold is dedicated to a robust logistics programme to ensure that we have the correct tools for each assignment.

The McKenzie Arnold Group owns and operates the majority of its own vehicles and Equipment including:

- Livered Vehicles
- 4x4 Patrol Vehicles
- Golf Buggies
- Radio and Communications Equipment
- Mobile Control Rooms
- Mobile CCTV Equipment
- i-Auditor Reporting Software
- Remote Monitoring Equipment
- 1000 Complete Sets of Uniform
- First Aid Equipment
- Evacuation Crash Bags
- Credit Cards for Managers
- Road Traffic Signs
- Internal Traffic Signs
- Car Park Row Markers
- Crowd Barriers
- Cash / Boxes and Counting Facilities
- iPads
- Mobile Phones (iPhones)
- i-Auditor Reporting Software

Please contact us at info@mckenziearnold.com for further information on how our resources can assist you or your event.



Notes

Contact

If you would like someone from McKenzie Arnold Group to contact you, please contact us at:

**Company Address:
Grove House
Faulkbourne
Essex
CM8 1SH**

**info@mckenziearnold.com
www.mckenziearnold.com**

